

What led me to become a paying subscriber of satellite radio was the expansive range of programming choices, the superior sound quality, and, of course the absence of any commercials. In my mind, the NAB's lobbying efforts are a poor attempt to respond to these competitive pressures; with under 1% of the national population subscribed to satellite radio services, the local broadcasters still have plenty of time to improve their programming and retain listenership. If they feel they can only achieve this by having the exclusive ability to offer local traffic and weather reports, they are mistaken. Commercial broadcasters still have two big advantages to offer consumers: their services are basically free, and they require no material equipment purchases. Please reject 04-160, and encourage the NAB to improve their programming as a more suitable response to the competition.